

Agency: Commerce, Community and Economic Development**Grants to Named Recipients (AS 37.05.316)****Grant Recipient: Sealaska Heritage Institute****Federal Tax ID: 92-0081844****Project Title:**

Sealaska Heritage Institute - Southeast Alaska Native Archival & Cultural Complex

State Funding Requested: \$ 200,000**House District: Juneau Areawide (3-4)**

Future Funding May Be Requested

Brief Project Description:

This funding will support the planning phase of the Sealaska Heritage Cultural and Visitor Center which will provide an important educational feature and unique cultural experience, allowing the community and visitors the chance to live and breathe the culture and history of Southeast Alaska.

Funding Plan:**Total Cost of Project: \$24,000,000**

	<u>Funding Secured</u>		<u>Other Pending Requests</u>		<u>Anticipated Future Need</u>	
	<i>Amount</i>	<i>FY</i>	<i>Amount</i>	<i>FY</i>	<i>Amount</i>	<i>FY</i>
Federal Funds			\$200,000	2009	\$10,000,000	2010
State Funds					\$4,000,000	2010
Denali Commission					\$500,000	2010
Rasmuson Foundation					\$1,000,000	2010
Local Funds					\$500,000	2010
Other	\$5,000,000	2009			\$8,000,000	2010
Total	\$5,000,000		\$200,000		\$24,000,000	

Explanation of Other Funds:

Sealaska Corporation; Murdock Foundation; Carnegie Foundation; Cruise Industry Charitable Foundation; T.O.T.E.; B.P. Exploration Alaska; ConocoPhillips Alaska; Alaska Rotary Clubs

Detailed Project Description and Justification:

In light of the need for cultural preservation, Sealaska Heritage Institute (SHI) proposes construction of a Southeast Alaska Native Cultural and Visitor Center in Juneau. SHI seeks funds in the amount of \$200,000.00 to move this project from concept to planning, to retain architectural and engineering consultants to do site evaluation, to formulate and finalize a viable business plan which accounts for all costs of the facility, and to draft the architectural plan.

Sealaska Heritage Institute, a multipurpose, non-profit, cultural institution, has in its capacity as a cultural repository for the Tlingit, Haida, and Tsimshian peoples, built an extensive collection of art and archival materials that document the histories and cultures of these peoples from pre-contact to the present. A significant portion of these collections has come to the Institute in the form of both donations and loans from artists, political leaders, clans, elders, activists and traditional leaders, who see SHI as a responsible repository for these cultural and historical treasures. The SHI ethnographic and archival collections have become working research collections, and are used by researchers in conjunction with the extensive SHI

Research Library.

The purpose of the archival and cultural center is:

- curating and exhibiting priceless ethnographic collections (and notably shamanic objects) that are returned from national museums under the terms of the Native American Protection Act of 1990
- developing culturally-based educational materials and programs and their integration into the educational system
- supporting the preservation and enhancement of Southeast Alaska Native visual and performing arts, cultures and languages.
- preserving archival materials documenting Native history and issues, particularly the legacies of ANCSA corporations and making them available for research
- serving as a federally-certified archaeological repository for prehistoric and historic artifacts that are being excavated from archaeological sites in Southeast Alaska

The Complex will consist of:

- ground floor space for SHI's ethnographic exhibition and Alaska Native Artists' Market
- a living history center that provides for ongoing instructional/informational lessons in the various arts
- a climate-controlled archival and ethnographic collections center and a federally-certified archaeological repository
- a "cultural center" for cultural and educational activities, including lectures, demonstrations, and classes
- sufficient space for researchers, cultural development, educational staff, and general support

With support from the State of Alaska, Sealaska Heritage Institute is also working with foundations, businesses, private donors, and our federal delegation to secure funding that will bring this much needed facility to Juneau. The Cultural complex will serve as an important draw for tourists, scholars and local visitors. Completion of this facility will result in each of the largest cities in Alaska having a Native Cultural Center for visitors and residents alike.

Project Timeline:

The first phase of the project (planning and design) will be completed by 2009.

Entity Responsible for the Ongoing Operation and Maintenance of this Project:

Sealaska Heritage Institute

Grant Recipient Contact Information:

Contact Name: Rosita Worl

Phone Number: 463-4844

Address: One Sealaska Plaza Suite 301 Juneau AK 99801

Email: Rosita.Worl@sealaska.com

Has this project been through a public review process at the local level and is it a community priority? ☒ Yes ☐ No



Sealaska Heritage Institute

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Representative Beth Kerttula
State Capitol
Room 404
Juneau, AK 99801-1182

February 29, 2008

Dear Representative Kerttula:

In light of the need for cultural preservation, Sealaska Heritage Institute (SHI) proposes construction of a Southeast Alaska Native Archival and Cultural Complex in Juneau. SHI seeks funds in the amount of \$200,000.00 to move this project from concept to planning, to retain architectural and engineering consultants to do site evaluation, to formulate and finalize a viable business plan which accounts for all costs of such facility, and to draft the architectural plan.

Sealaska Heritage Institute, a multipurpose, non-profit, cultural institution, has in its capacity as a cultural repository for the Tlingit, Haida, and Tsimshian peoples built an extensive collection of art and archival materials that document the histories and cultures of these peoples from pre-contact to the present. A significant portion of these collections has come to the Institute in the form of both donations and loans from artists, political leaders, clans, elders, activists and traditional leaders, who see SHI as a responsible repository for these cultural and historical treasures. The SHI ethnographic and archives collections have become working research collections, and are utilized by researchers in conjunction with the extensive SHI Research Library.

Since the passing of *the Native American Graves Protection and Repatriation Act (NAGPRA)* in 1990, Sealaska Heritage Institute has taken the lead in implementing NAGPRA on a national and regional scale, assisting many tribes and clans in Southeast Alaska in their repatriation efforts. Because of these initiatives, many of the clans' leaders and membership have charged Sealaska Heritage Institute with the honorable task of caring for clan treasures that come home from museums throughout the United States.

Given the ever-increasing interest in both growing and utilizing the Sealaska Heritage Institute's ethnographic and archives collections, the Institute is now ready to implement extensive collections management initiatives and projects to ensure that these cultural treasures are properly documented and preserved. When properly cared for and documented, these collections will continue to provide testimony to living, vibrant cultural heritages and histories. These collections provide an ancient link to the people's ancestral memory, and establish and sustain their place in both the ancient and modern mosaic of cultures.

The purpose of the archival and cultural center is:

- To support the preservation and enhancement of Southeast Alaska Native visual and performing arts, cultures, and languages.



Sealaska Heritage Institute

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January 15, 2008

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- developing culturally-based educational materials and programs and their integration into the various educational systems
- preserving archival materials documenting Native history and issues, particularly the legacies of ANCSA corporations and making them available for research
- curating and exhibiting priceless ethnographic collections (and notably shamanic objects) that are returned from national museums under the terms of the Native American Protection Act of 1990
- serving as a federally-certified archaeological repository for prehistoric and historic artifacts that are being excavated from archaeological sites in Southeast Alaska

The Complex will consist of:

- a living history center that provides for ongoing instructional/informational lessons in the various arts
- a climate-controlled archival and ethnographic collections center and a federally-certified archaeological repository
- ground floor space for SHI's ethnographic exhibition and Alaska Native Artists' Market
- a "cultural center" for cultural and educational activities, including lectures, demonstrations, and classes
- sufficient space for researchers, cultural development, educational staff, and general support

With the support of the State of Alaska, Sealaska Heritage Institute is also working with foundations, businesses, private donors, and our federal delegation to secure funding that will bring this magnificent and much needed facility to Juneau. Not only will this be a great centerpiece for downtown, but it will also tie into the City of Juneau's long term facility needs planning process.

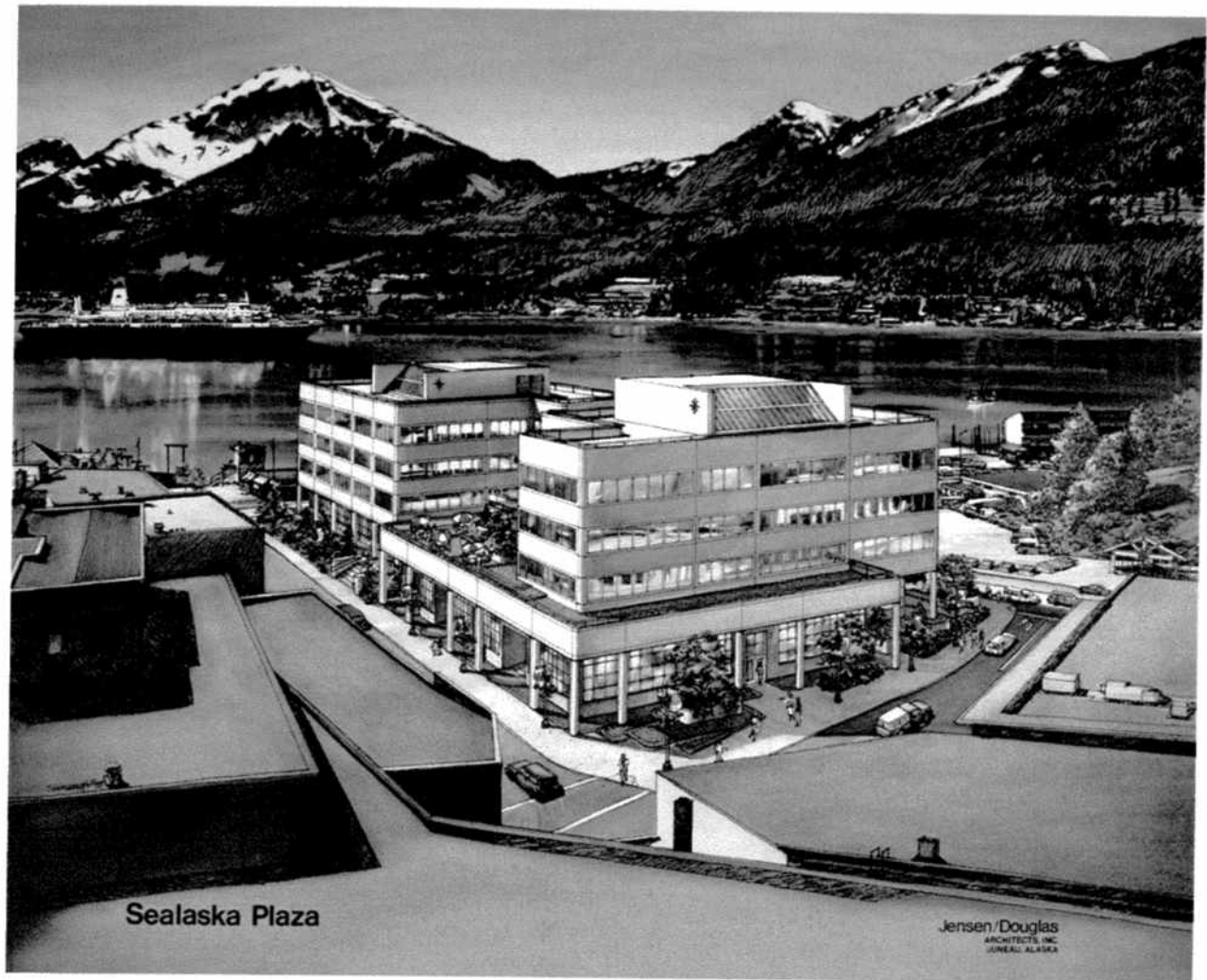
We thank you for your consideration and look forward to working with you to further this exciting project.

Sincerely,

Rosita Worl
President
Sealaska Heritage Institute

Lee A. Kadinger
Director of Development
Sealaska Heritage Institute

Sealaska Heritage Institute



Southeast Alaska Native Cultural & Visitors Center

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IN JUNEAU9**

Sealaska Heritage Institute (SHI)

Southeast Alaska Native Cultural and Visitor Center

Project Summary

Sealaska Heritage Institute (SHI) proposes construction of a Southeast Alaska Native Cultural and Visitor Center in Juneau. SHI seeks funds to move this project from concept to planning, to retain architectural and engineering consultants to do site evaluation/needs assessment, to formulate and finalize a viable business plan which accounts for all costs of such facility, and to draft the architectural plan.

The purpose of the archival and cultural center is

- developing culturally-based educational materials and programs and their integration into the educational system
- supporting the preservation and enhancement of Southeast Alaska Native visual and performing arts, cultures and languages.
- preserving materials documenting Native history and issues, particularly the legacies of ANCSA corporations and making them available for education and research
- curating and exhibiting priceless ethnographic collections (and notably shamanic objects) that are returned from national museums under the terms of the Native American Protection Act of 1990
- serving as a federally-certified archaeological repository for prehistoric and historic artifacts that are being excavated from archaeological sites in Southeast Alaska

The Complex will consist of:

- a living history center that provides for ongoing instructional/informational lessons in the various arts and a visitor center for increased tourism information
- a “cultural center” for cultural and educational activities, including lectures, demonstrations, and classes
- ground floor space for SHI’s ethnographic exhibition and Alaska Native Artists’ Market
- space appropriate for proper care and preservation of SHI’s ethnographic and archival collections.
- sufficient space for researchers, cultural development, educational staff, and general support

By preserving and displaying the collections, the Center will multiply its focus targeting the tourism and visitor market in addition to providing researchers access to these historical materials in Alaska and around the world. Research findings will provide the context in which policy will be crafted to benefit Alaska Native society in the future. The findings will also guide other states and countries that are assessing the Native corporate model.

Project Description

This project includes the following components and associated issues:

Construction of a Southeast Alaska Native Cultural and Visitor Center

SHI proposes to design and construct the Center in downtown Juneau, Alaska. The proposed building site is adjacent to One Sealaska Plaza, which houses Sealaska Corp., Sealaska Heritage Institute and several tenants. The site is also on the city bus line and within walking distance of the Juneau City Library, allowing Complex users easy access to library resources. The site is also located in the prime retail district for attracting both local and tourist customers. Sealaska Heritage Institute also wishes to explore several other sites and their applicability to this project.

- The building complex will provide approximately 44,000 square feet of multi-purpose office space, approximately 30,000 square feet of which will be dedicated to the cultural and visitor center, with the remaining added for classrooms/meeting spaces and office space.

Preservation, cataloguing, and digitization of primary documents, photographs, tapes, film and artifacts and finding ways to disseminate selected items to the widest possible audience

The Cultural and Visitor Center will also house documents, photographs, tapes, film and other artifacts. The artifacts may include cultural items repatriated to clans not having a proper place to store and preserve them. Some museums currently provide storage for repatriated cultural items but these facilities have limited space and the items, particularly shaman objects, should be in the care of Alaska Natives who understand traditional laws governing treatment of these *at.óow* (prized clan possessions). The work would be done by SHI staff that includes both a professional archivist and a media specialist.

Need and Requirements for Cultural and Visitor Center

Sealaska Heritage Institute, a multipurpose, non-profit, cultural institution, has in its capacity as a cultural repository for the Tlingit, Haida, and Tsimshian peoples built an extensive collection of art and archival materials that document the histories and cultures of these peoples from pre-contact to the present. A significant portion of these collections has come to the Institute in the form of both donations and loans from artists, political leaders, clans, elders, activists and traditional leaders, who see SHI as a responsible repository for these cultural and historical treasures. The SHI ethnographic and archives collections have become working research collections, and are utilized by researchers in conjunction with the extensive SHI Research Library.

Since the passing of the *Native American Graves Protection and Repatriation Act (NAGPRA)* in 1990, Sealaska Heritage Institute has taken the lead in implementing NAGPRA on a national and regional scale, assisting many tribes and clans in Southeast Alaska in their repatriation efforts. Because of these initiatives, many of the clans' leaders and membership have charged Sealaska Heritage Institute with the honorable task of caring for clan treasures that come home from museums throughout the United States.

Given the ever-increasing interest in both growing and utilizing the Sealaska Heritage Institute's ethnographic and archives collections, the Institute is now ready to implement extensive collections management initiatives and projects to ensure that these cultural treasures are properly documented and preserved. When properly cared for and documented, these collections will continue to provide testimony to living, vibrant cultural heritages and histories. These collections provide an ancient link to the people's ancestral memory, and establish and sustain their place in both the ancient and modern mosaic of cultures.

Development of a Cultural Center, to include a Southeast Alaska Native Living Arts Center

The Cultural Center portion of the project will include display space for a Southeast Alaska Native Living Arts Center, a demonstration area for Native artists, and a performance space for traditional singers, dancers, and gatherings. The Center will also include a lecture/classroom space of at least 1,000 sq. ft. to assist with the educational direction of SHI.

The Center will also include an exhibit space for a rotating exhibit of selected portions of SHI's ethnographic collections which will be housed on the climate-controlled archival floor of the building.

The Southeast Alaska Native Arts Market will also be included in the proposed Cultural and Visitor Center. The Arts Market will consist primarily of:

- *Sales of Native art via the World Wide Web.*

Beginning in 2003, SHI took the initial steps in online marketing of Southeast Native art by establishing a virtual online artists' market – www.alaskanativeartists.com (which is also accessible through a link on SHI's website, www.sealaskaheritage.org.)

- The goal of AlaskaNativeArtists.com is to give Native artists a new venue to sell their art, to promote traditional and contemporary Native art, to educate the public about Native art and culture and to help support Sealaska Heritage Institute (a portion of all proceeds is used to fund language and culture programs offered by the institute, which operates AlaskaNativeArtists.com as a nonprofit vendor).

AlaskaNativeArtists.com will provide a model and a foundation for continuing this type of marketing of Native art in conjunction with the proposed Cultural Center.

- *Bulk sales to museums and to other vendors*

SHI's proposed Arts Market will also seek to facilitate bulk sales of artists' work to museums, museum shops, etc.

- *Artists' outdoor demonstration space on Sealaska Plaza*

SHI proposes an outdoor, artists' demonstration area on the plaza/colonnade surrounding the proposed building. Artists would be able to set up work and sales areas (possibly with tents/shelters to protect them from Southeast Alaska's often-rainy summer weather) during the late-spring and summer tourist season.

Catalog

The center will catalog materials by assigning numbers and brief descriptions and by entering the information into a searchable database. This will allow staff to quickly locate materials.

Digitize

- *Documents and Photographs* – The Research & Archival Center will digitize documents by scanning each item into a CD and converting the scanned materials to Adobe Acrobat (.pdf) format. The center will digitize photographs by scanning the images to TIFF and JPEG formats. This process will render high-quality images for electronic archives and compressed images suitable for placement on the Internet. The Center also will create digitized inventory lists of historical documents and photographs, so that Internet users can search for and find them online. In addition, visitors to the Center will be able to check out CDs and examine documents and photographs on computers in the public space.

- *Tapes and Film* – The Center will digitize videotape, audiotape and film by transferring the footage to CDs, which will be checked out to visitors to the Center and examined on computers in the public space. The digitized footage also may be put on the Internet.
- *Artifacts* – The center will take digital photographs of some artifacts under preservation and post digitized images on the Internet.¹

Virtual Exhibition

SHI seeks, within ten years, to make a number of its most important holdings as widely available as possible, through technology. Of course, in addition, SHI will continue to make selected and appropriate items from its holdings available for viewing by the public through more conventional internet resources, such as its website.

Office Space

The proposed facility will provide, in addition to the 30,000 square foot Cultural and Visitor Center and exhibit space, approximately 4,000 square feet of office space to house SHI's current and projected staff on a single floor of the building. In addition, the floor will include a lecture/classroom space of approximately 4,000 square feet complete with audio and video recording equipment, for use as a venue for seminars, informational sessions on Native issues, traditions, and for recording said events and interviews with Native elders, experts, and other persons of interest.

Appendices

Appendix A: Analysis of Alaska State Museum Attendance/Revenue

Sealaska Heritage Institute expects to offset some operating costs by charging admission fees to the exhibit area. The institute believes people will pay to tour the building and view the exhibit based on a pilot project in 1997 and on local and tourist traffic through the Alaska State Museum, which exhibits large collections of Alaska Native art.

During the pilot project, the institute, in partnership with Celebrity Cruises, offered to tourists a package that included a visit to a local Native theater and a tour of the Sealaska building, which showcases a limited collection of Native art on property adjacent to the proposed archival center. Approximately 150 visitors purchased the package during the 1997 tourist season for \$100 each. Visitors were so receptive to the package the institute planned to continue the tours, but the Native theater closed shortly after, effectively ending the project.

The Alaska State Museum also is an indicator of visitor interest in Alaska Native exhibits. The first floor of the two-floor facility is devoted to the museum's Native ethnographic galleries. The museum, located in Juneau, received an annual average of 70,488 visitors and earned a gross annual average of \$252,144 in admissions from 2000 to 2003. Admission is \$5 but is lowered to \$3 in winter. The museum also sells \$15 annual passes. Visitors 18 and younger are admitted free of charge.

ALASKA STATE MUSEUMS (JUNEAU) HEADCOUNTS AND PROCEEDS FROM ADMISSIONS

YEAR	TOTAL NUMBER OF PATRONS	TOTAL GROSS PROCEEDS FROM ADMISSIONS
2000	64,635	\$209,462
2001	73,432	\$242,246
2002	74,417	\$285,931
2003	69,470	\$270,940
AVERAGE:	70,488	\$252,144

It is difficult to assess whether the Institute's Native ethnographic collections would draw comparable numbers of visitors. The museum has the advantage of longstanding affiliations with the cruise lines, which bus people to the facility, located about a mile away from the docks. However, the institute's exhibit would have the advantage of proximity to the cruise lines. The exhibit would be located across the street from the docks and many visitors likely would discover the facility incidentally while walking through downtown, a small geographical area that teems with dense populations of cruise passengers from May through September.

For the purposes of this analysis, it will be assumed the Institute would charge the same admissions fees and offer free entry to visitors 18 and younger. Under this scenario, the institute would earn an annual average of \$25,215 in gross admissions proceeds if the exhibit drew only 10 percent of visitors who tour the museum. It is conceivable that the exhibit would draw at least 30 percent of museum visitors for an annual average of \$75,645. It is reasonable to expect the facility would draw more than 30 percent of museum visitors.

SHI EXTRAPOLATIONS @10% of headcount (same prices)

YEAR	TOTAL NUMBER OF PATRONS	TOTAL GROSS PROCEEDS FROM ADMISSIONS
2000	6,463	\$20,946
2001	7,343	\$24,227
2002	7,441	\$28,593
2003	6,947	\$27,094
AVERAGE:	7,048	\$25,215

SHI EXTRAPOLATIONS @20% of headcount (same prices)

YEAR	TOTAL NUMBER OF PATRONS	TOTAL GROSS PROCEEDS FROM ADMISSIONS
2000	12,927	\$41,892
2001	14,686	\$48,450
2002	14,882	\$57,186
2003	13,894	\$54,188
AVERAGE:	14,097	\$50,429

SHI EXTRAPOLATIONS @30% of headcount (same prices)

YEAR	TOTAL NUMBER OF PATRONS	TOTAL GROSS PROCEEDS FROM ADMISSIONS
2000	19,390	\$62,838
2001	22,029	\$72,681
2002	22,323	\$85,779
2003	20,841	\$81,282
AVERAGE:	21,145	\$75,645

SHI EXTRAPOLATIONS @50% of headcount (same prices)

YEAR	TOTAL NUMBER OF PATRONS	TOTAL GROSS PROCEEDS FROM ADMISSIONS
2000	32,315	\$104,730
2001	36,715	\$121,135
2002	37,205	\$142,965
2003	32,473	\$135,474
AVERAGE:	34,677	\$126,076

SHI EXTRAPOLATIONS @75% of headcount (same prices)

YEAR	TOTAL NUMBER OF PATRONS	TOTAL GROSS PROCEEDS FROM ADMISSIONS
2000	48,476	\$157,096
2001	55,074	\$181,685
2002	55,812	\$214,448
2003	52,102	\$203,205
AVERAGE:	54,677	\$189,108

It also is reasonable to assume the number of visitors to the exhibit would increase over time as the number of tourists to Juneau grows. Juneau receives most tourists by cruise ship and the number of cruise ship passengers increases every year as the number of ships to port grows and the ships themselves expand to accommodate more guests. The number of cruise passengers to Juneau jumped by nine percent in 2004 alone.

Appendix B: Comments on Demand for Native Cultural Information in Juneau

Studies commissioned by various local government and industry groups indicate that tourism to Southeast Alaska will continue to increase, and that visitors have a pronounced interest in Native culture, art, and history, which bodes well for a high expectation for traffic through a Southeast Alaska Native Cultural Center.

The Juneau Tourism Management Plan reports approximately 700,000 cruise arrivals into Juneau in 2001, and estimates a growth rate of nearly 10% annually for the immediate future. Additionally, Juneau received some 100,000 destination travelers. The City and Borough of Juneau (CBJ) intends to be actively involved in encouraging both cruise and destination travel, and has identified Native culture as an area of interest. The Management Plan² notes that “another tourism draw is the area’s rich Native American historic and contemporary culture. The CBJ acknowledges the potential of cultural tourism and recognizes it as a rich opportunity. The fact that cultural tourism is one of the fastest-growing forms of tourism worldwide is not lost on the CBJ, and its plan is to explore and take full advantage of that trend.

The 2003 Needs Assessment for the downtown Juneau Visitor Center” reported that “(i)ndependent visitors frequently come by the ANB (Alaska Native Brotherhood) building where the Tlingit-Haida Central Council is lodged to look for information on how to recognize and where to find authentic Native art” and recommends that this information be provided at the Juneau Visitor Center. This needs assessment goes on to express concern that misinformation about Juneau’s and Southeast Alaska’s Native cultures is provided by tour drivers and guides. It is clear that visitors have an interest in obtaining accurate information.

Juneau’s Tourism Management Plan notes:

“There are some Tlingit and Haida tourism experiences and products available in Juneau and Southeast Alaska, primarily to cruise ship passengers . . . (b)ut there is little in the way of visitor opportunities to spend significant quality time learning about the Tlingit culture, or seeing Southeast Alaska’s wilderness through Tlingit eyes. There is certainly a hunger, among travelers, for a more intimate look into this culture which can be converted into economics and cultural reinforcement for Tlingit people.”

CBJ and other interested parties recognize that visitors who can be described as “cultural/heritage tourists” tend to stay longer, spend more, and have a greater propensity to shop (Nichols Gilstrap Strategic Marketing Analysis and Planning for Alaska Tourism, November 2000). The Juneau-Douglas City Museum receives 16,000 to 23,000 visitors annually. In 2001, the Alaska State Museum received about 72,000 visitors. The City Museum charges \$2 per person and the State Museum charges up to \$5. The city-owned Totem Heritage Center in Ketchikan charges \$5. The Native-owned Mt. Roberts Tram in Juneau reports approximately 200,000 visitors annually at a charge of \$20 plus tax. The Alaska Native Heritage Center in Anchorage (and studies indicate that an increasing proportion of visitors to Alaska are visiting Southeast Alaska) offers performances by dance groups and storytellers, provides cultural information and interactive activities, videos, exhibits, clothing, and watercraft displays in a 26,000 square-foot Welcome House as well as outdoor exhibits. The ANHC works closely with the Anchorage Museum in creating joint presentations. The admission charge is about \$20.

² Juneau Tourism Management Plan (Egret Communications/ARA Consulting), April 2002

While the proposed Southeast Alaska Native Cultural & Research Complex is not strictly a tourist-oriented facility, the aforementioned facilities and studies are good indicators of the breadth of visitor interest in Native culture and the range of facilities in existence. A projection for the number of visitors to a Native cultural center in Juneau of 50,000 would not be unrealistic, but as was mentioned in Appendix A, even at a fraction of that, the boost to the facility's operating revenue would be considerable...